

In the Claims:

1. (Currently Amended) A method for providing custom ringback in a telecommunications network, the method comprising:

receiving an initiation of a communication between a first party and a second party;

determining a custom ringback feature associated with either the first party or the second party, wherein information relating to the custom ringback feature is provided in a standard parameter that includes a number of elements, the elements including a plurality of elements defined by a industry standard and used to control operations of the telecommunications network;

connecting an intelligent peripheral to the first party and providing a custom ringback to the first party in accordance with a determined custom ringback feature; and

attempting to connect the first party with the second party while the first party is being provided the custom ringback.

2. (Original) The method of claim 1 and further comprising contacting a service control point to determine if either the first party or the second party has subscribed to a custom ringback service.

3. (Original) The method of claim 2 wherein determining whether either the first party or the second party has subscribed to a custom ringback service comprises receiving a service flag from a home location register.

4. (Original) The method of claim 3 wherein the second party is a wireless telephone subscriber such that determining whether either the first party or the second party has subscribed

to a custom ringback service comprises determining that the second party has subscribed to a custom ringback service.

5. (Original) The method of claim 1 wherein at least one of the parties is wirelessly connected to the other party to the call.
6. (Original) The method of claim 1 wherein the custom ringback comprises a music clip.
7. (Original) The method of claim 1 wherein the custom ringback comprises a video clip.
8. (Original) The method of claim 1 wherein the custom ringback comprises multimedia content.
9. (Original) The method of claim 1 and further comprising connecting the first party with the second party, wherein the custom ringback continues after the first party is connected with the second party.
10. (Currently Amended) A method of providing a custom ringback service, the method comprising:
 - receiving a call indication from a caller that is directed to a wireless telephone subscriber;
 - performing a look-up to a home location register;
 - receiving a service flag from the home location register, the service flag indicating that the wireless subscriber subscribes to a custom ringback service;
 - providing information related to the service flag to a service control point;
 - receiving ringback routing information from the service control point wherein the

ringback routing information comprises a CONNECT message and wherein the ringback routing information is embedded in a generic parameter;

initiating a connection between an intelligent peripheral and the caller, the connection being related to the ringback routing information such that a custom ringback is played to the caller; and

attempting to connect the caller to the wireless subscriber.

11. (Canceled)

12. (Canceled)

13. (Original) The method of claim 10 wherein initiating a connection between an intelligent peripheral and the call comprises:

routing a call to the intelligent peripheral using an ISUP message;

receiving an assist request instruction from the intelligent peripheral;

sending a play announcement message to the intelligent peripheral;

receiving an address complete message from the intelligent peripheral.

14. (Original) The method of claim 13 wherein the address complete message comprises an ACM [no In-Band Info; BCI: No Charge] message.

15. (Original) The method of claim 14 wherein the address complete message comprises ACM [no In-Band Info; BCI: No Charge] message followed by an ANM [BCI: No Charge] message.

16. (Original) The method of claim 10 and further comprising waiting a delay time before attempting to connect the caller to the wireless subscriber.

17. (Currently Amended) A telecommunications system comprising:
a service control point storing information indicating how a telephone call should be handled, the information including information related to a custom ringback service;
an intelligent peripheral having access to at least one custom ringback clip; and
at least one switch communicatively coupled to the service control point and to the intelligent peripheral, the at least one switch configured to route the at least one custom ringback clip from the intelligent peripheral to a caller based upon the information related to a custom ringback service stored in the service control point;

wherein the service control point is configured to communicate with the at least one switch using a plurality of industry standard responses, at least one of the responses including a parameter with a plurality of elements, the parameter being transmitted from the service control point to the at least one switch to indicate where to route the telephone call, wherein one of the elements of the parameter provides the information related to the custom ringback service.

18. (Original) The system of claim 17 and further comprising a home location register communicatively coupled to the at least one switch.

19. (Original) The system of claim 17 wherein the telecommunications network comprises a network with a wireless air interface.

20. (Original) The system of claim 19 wherein the telecommunications network comprises a wireless GSM network.

21. (Original) The system of claim 17 wherein the custom ringback clip comprises an audio clip.

22. (Original) The system of claim 17 wherein the custom ringback clip comprises a video clip.